



HUD Office of Housing Counseling



“Housing Counseling Works” Public Awareness Campaign

October 3, 2014





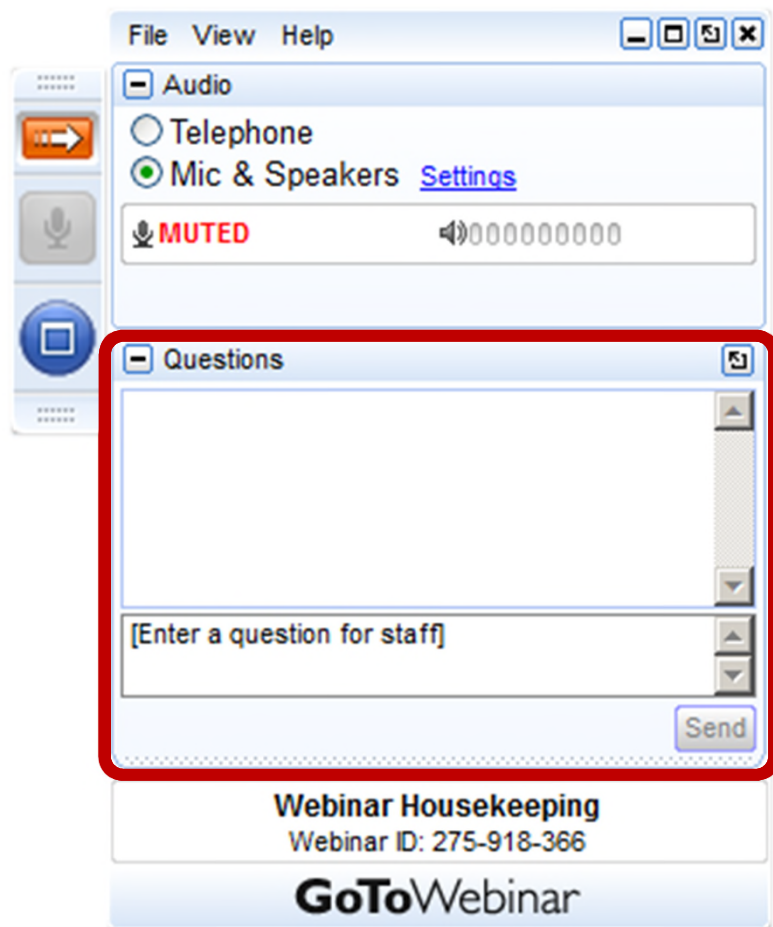
“Housing Counseling Works” Public Awareness Campaign

Please call **888-635-9299**

Participant Access Code: **337607**

to join the conference call portion of the webinar

GoToWebinar: Ask Questions



Your Participation

Please submit your text questions and comments using the Questions Panel.

You can also send questions and comments to housing.counseling@hud.gov

Note: Today's presentation is being recorded and will be provided within 48 hours. The call-in information will be sent out via ListServ.



Welcome

Jerrold H. Mayer

Director

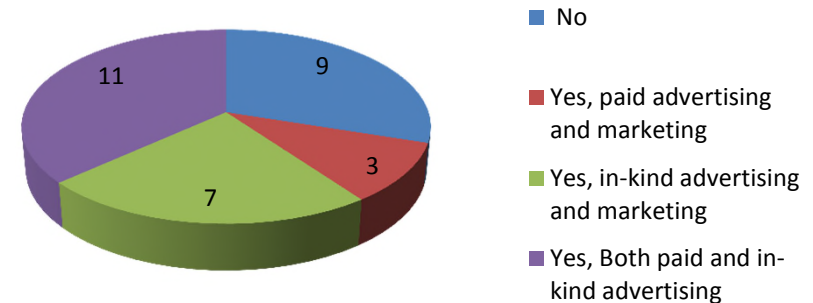
Office of Outreach and Capacity Building

Agenda

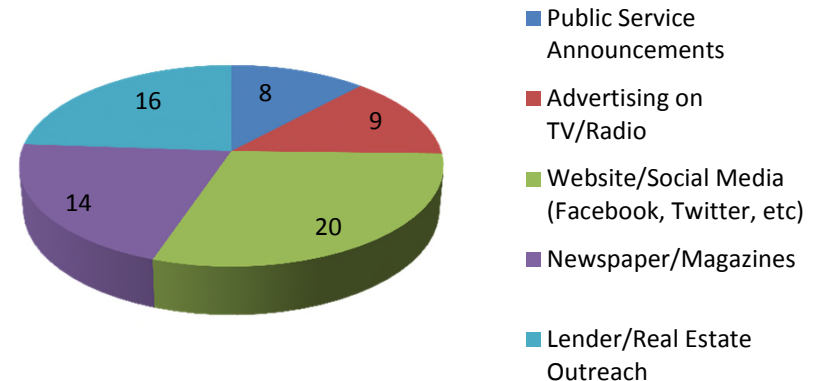
- 2013 Feedback on Marketing and Outreach
- “Housing Counseling Works” campaign
- Outreach
- Online advertising campaign
- Questions and Answers

Poll Results from 2013 Marketing and Outreach Webinars

- ***Has your agency engaged in active marketing of your services?***



- ***How do you market your agency programs and services?***



OHC's 2014

Strategic Marketing Plan

- The message – “Housing Counseling Works!”
 - Get Educated, Get Connected, Be Empowered
 - Launch Date: October 2014
- The Primary Audiences
 - First Time Homebuyers
 - Renters
 - Consumers Facing Foreclosure
 - Seniors

Ad Campaign

- The following Banner will be displayed on vendor websites and via partner search engines:



- When clicked, it leads to the following video posted at HUD You Tube:
- https://www.youtube.com/watch?v=In_1bZHigJQ

Digital and Social Media

- Use of existing HUD channels
 - Twitter, HUD YouTube
- On-line banner advertisements, linked to a Video PSA housed at HUD You Tube channel.
- Internet advertising partners to date:
 - Google, Yahoo, Bing, MSN (Display Ads)
 - CNN, Realtor.com, United Spinal Association, Military Officers' Assn. of America, Catholic War Veterans (Banner Ads)

Marketing and Outreach Toolkit

- Updated Fact Sheets
- Brochures
- Audio/video PSAs promoting housing counseling
- PSA scripts
- Promotional PowerPoint Presentations
- Other

For More Information

Office of Housing Counseling web page:
www.hud.gov/housingcounseling

Email questions or comments:
housing.counseling@hud.gov